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ABSTRACT

In November 1901, "Country Life in America," an illustrated monthly magazine aimed at readers interested in suburban living, was introduced to the public. Although initially intended for the rural population, it soon concentrated its appeal on city folks who had the disposable income to purchase the automobiles and other products of the technological age that were advertised in the magazine's pages. For city people who dreamed of suburban homes but were reluctant to forego the comforts of the city, "Country Life in America" offered an outlet to rural life. For those with the capital to make their dreams come true, the magazine provided a wishbook and a guide. "Country Life" ceased publication in 1942 after a profitable period as a magazine that appealed to and reflected popular culture values during the time when technology was introduced to the public on a mass basis. (RB)

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A Technological Guide to the Suburbs: Country Life in America

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In November, 1901, the New York publishing house of Doubleday, Page & Co. introduced Country Life in America, a lavishly illustrated monthly magazine aimed at readers interested in suburban living. The publication's formula of do-it-yourself hints, features on opulent rustic estates, and nature lore soon helped make it the most popular periodical in its field.[1] Yet the magazine grew up in the decade when the automobile proliferated and the air age began, and it could hardly ignore such exciting developments. So to its emphasis on the rural Country Life in America added a pronounced stress on the technological. The magazine's combination of these dual interests makes it a particularly fascinating mirror of popular culture in this century's first years.

Country Life in America's editor was Liberty Hyde Bailey, the distinguished horticulturist, writer, and educator. He had pioneered in horticultural education at Michigan Agricultural College and at Cornell University and had served from 1890 to 1893 as editor of American Garden.[2] Although Bailey would remain editor of Country Life in America less than two years, he was to exert lasting influence on the magazine.

Bailey outlined the publication's mission in an editorial in the first number. He proposed to make Country Life in America the common medium for all those interested in rural life and in improving the country. To Bailey this meant housewives, vacationers, gardeners, professional and amateur naturalists, and farmers. Bailey felt the country could offer rejuvenation for the

city dweller. "It is becoming more and more apparent that the ideal life is that which combines something of the social and intellectual advantages and physical comforts of the city with the inspiration and the peaceful joys of the country," Bailey wrote. Not only did the country offer the good life for urban residents; scientific advancements were also improving the lot of the farmer. Bailey hoped to encourage the progress of all phases of farm life, to counter rural-to-urban migration, and to make farm families more aware of the joys of nature that were luring urbanites back to the countryside. "We would show him [the rural citizen] his advantages," Bailey said. "The abjectly poor live in the cities. One does not starve in the country."[3]

Making the magazine appeal to farmers as well as to urban dwellers was too grandiose a notion. Those who depended on the land for their living had needs far different from those of urban dabblers seeking health, harmony, and relaxation in the countryside. It is unlikely that any magazine, no matter how thoughtfully edited, could have fulfilled the requirements of two such diverse audiences. After a short time it became apparent that Country Life in America, despite Bailey's intentions, was going to concentrate its appeal to city folks--it was they, after all, who had the disposable income to purchase the automobiles and other trappings of a technological age that began to be advertised in the magazine's pages. This narrowing of the publication's

focus played a part in Bailey's eventual decision to resign the editorship. The horticulturist, according to his biographer, realized that ". . . the purpose of the magazine--which was to portray fashionably wealthy estates and the nation's most famous gardens, a city man's country life--did not coincide with his own."[4] So in the summer of 1903 Bailey quit and returned to Cornell, where he served as director and dean of the College of Agriculture. He continued to contribute occasional articles to Country Life in America, and the magazine's devotion to nature study, horticulture, and rural themes reflected his influence. Bailey maintained his vital concern with agrarian life, and in 1908 President Theodore Roosevelt appointed him to chair a national Country Life Commission.[5]

Important focuses of Country Life in America's continuing fascination with technology were the automobile, the airplane, and improvements designed to make the suburban home more livable. Less than a year after the magazine's first appearance, it began to devote a good deal of attention to motoring. Eventually an automobile column became a regular feature, and in 1907 the magazine would publish a special automobile number.

At first, however, Country Life in America appeared somewhat cautious about the new development. It followed a piece in August, 1902, on "The Automobile in the Country" with an article on "Touring in a

Carriage;" the second article spoke of the delights of seeing the countryside from a horse-drawn vehicle.[6] The conflicting interests of horse and motor car also found their way into the magazine's advertising pages, where messages promoting automobiles frequently appeared on pages opposite ads for horse-drawn carriages. But by the summer of 1904, the auto had eclipsed the horse in the pages of Country Life in America.

As technical advances improved the automobile's reliability, the magazine grew increasingly optimistic about motoring. By early 1905 it was ready to predict that United States car-makers would soon be turning out machines as good as those imported from abroad. The magazine believed that the auto would soon become economical as more people turned to it because of a need to save time.[7]

Some of the predictions began to come true. The summer of 1905, reported writer Percy P. Pierce, had been the first in which the average man had been able to drive from the city to his country home without having to worry unduly about mechanical problems or to hire a chauffeur. Elimination of the paid driver, Pierce wrote, would prove advantageous on two counts. First, it would allow the car's owner to speak freely with his passengers "in a way he would not care to before a servant, which his chauffeur really is . . . ." Secondly, Pierce extolled the healthful possibilities of driving. "There is nothing like an automobile ride through the country for the tired business

man to make him sleep like the proverbial log," Pierce declared.[8]

Commuting was tame compared to racing. The intrepidity of the competitive driver was what another automobile writer, Arthur H. Gleason, admired. He told of an exciting race down a country road in which a driver encountered the perilous challenge of an open ditch. Instead of wasting time by driving several miles around the obstacle, the driver quickly observed that the gulf was spanned by two narrow planks just wide enough to accommodate his wheels and carefully guided his vehicle over the boards. "Such feats," Gleason thought, "rank with creative genius."[9]

One of the more unusual articles on motoring appeared in September, 1906. In it Harry B. Haines, a regular automobile writer for Country Life in America, discussed gadgets that could make motoring more luxurious. Among frills he mentioned were an annunciator costing $100, a small icebox that sold for about $50, and a gas stove priced at $15-20. Haines told of one wealthy motorist who had his dashboard trimmed in silver at a cost of more than $1,000. For a mere $25 or $30 the gadget-loving owner could outfit his vehicle with a calliope run by engine exhaust, enabling him to "loll back and play circus tunes as he is whirled through the country . . . ." But without doubt the most unusual collection of gadgetry belonged to a Chicago enthusiast who had decked out his machine with a clock, a barometer, a

thermometer, a grade indicator, an odometer, a speedometer (early automobiles did not necessarily come equipped with speedometers), a large horn, an electric bell, and a steam whistle. The same motorist had been harassed by small boys who liked to hitch free rides. To cope with this problem the Chicagoan had invented the meanest gadget of all, a device he called the "kid-eradicator." Haines described how it worked: "This [device] consisted of a steam-pipe running to the rear step, and when an intruder attempted to steal a ride the steam was turned on his legs. Warning of the boy's presence is given by the ringing of a small electric bell worked by his weight on the step, completing an electric circuit."[10]

Conspicuous consumption accompanied the interest in gadgetry. A report on the 1907 Madison Square Garden auto show noted that well-to-do individuals who had formerly owned several horse-drawn vehicles had recently begun to think it fashionable to purchase not one but several cars. The article mentioned one man who in 1904 had purchased his first auto for $1,200 and had added a second machine the next year for $2,500. At the 1907 Madison Square show the same motorist had placed orders for three cars worth a total of $13,500. Such an investment was not unusual, the writer claimed. He said a number of wealthy enthusiasts had seen fit to purchase a string of autos.[11]

Country Life in America devoted most of its issue of November, 1907, to the automobile. One article tried to dispel the notion that driving was dangerous. Other

stories dealt with emergency repairs, driving in the winter, and, for those unwilling to hazard the perils of winter driving, how to store the automobile safely. Contributors extolled the pleasures of motoring in Puerto Rico and in California. "Nowhere in America," said a writer of California, "are there scenes more diverse accessible at all seasons . . . by automobile, with every convenience of supply stations and hotels." The old conflict between the horse and the car surfaced once more in an article by D. Enville, whose devotion to the horse had been undercut by the economy of the automobile. The writer still had reservations about cars. No machine, he said, could ever duplicate the pleasure of a horseback ride, and ". . . you can never learn to love a motor the way you do a horse." Though he had found it cost more per day to drive a car than to maintain a horse, he figured that the car was much more economical to operate per mile. He said he planned to keep both horse and car, but, if faced with choosing between the two, there would be no doubt about his decision. "It isn't a question of horse or machine," Enville concluded. "If it were, I am afraid old Charlie would have to go."[12]

The horse-auto debate was resumed in 1909. Then writer C. O. Morris compared costs and said he favored motoring. He suggested good care could prolong the life and lower the expense of a car and scorned those who failed to pamper their autos, preferring instead to trade them

in on newer models. ". . . A great many people feel that they must have a new car every year or two, simply to keep up with the style, although the old one is in running condition," Morris said.[13]

By 1910 the automobile had captured a central place in American culture. Country Life in America had quickly realized the impact of the new mode of transportation and had fully exploited the development in its pages. The magazine reacted more slowly to the airplane. It was early in 1909 before the leading periodical devoted to suburban life turned its attention to flying. When it did, it focused on the sporting aspects of aviation. It commissioned a number of writers, including such pioneers as Orville Wright and Glenn H. Curtiss, to prepare articles for a special edition on "The New Sport of Air-Sailing."

Wright stressed the leisure possibilities of flying, an aspect that must have appealed to many Country Life in America readers who had eagerly adopted the motor car as a means of recreation. Wright predicted that the airplane would be used increasingly for relaxation in much the same way as the automobile had come to be used. It seemed reasonable to Wright that Americans would one day use airplanes "for pleasure runs, for fresh air, and for sight-seeing--perhaps even for touring . . . ." Curtiss was even more positive in linking the airplane to recreation and pronounced flying "particularly and ex-

clusively a country sport." For young men with good health, nerve, and athletic ability, flying offered a perfect combination of danger and the "rapture of pursuing," Curtiss said.[14]

By 1909 a thousand airplanes were being built in the United States, according to Country Life in America. Glenn Curtiss won an international flying competition at Reims, France, and told the magazine's readers how he had accomplished the feat. It was also in 1909 that Louis Blériot, inventor of the monoplane, won acclaim for his flight across the English Channel. Country Life in America, not wishing to let the French outdo American aviation, offered its own trophy for the first flight across Long Island Sound; Clifford B. Harmon made the flight on August 20, 1910, to claim the magazine's prize.[15]

Aviation columnist Augustus Post predicted in 1910 that flying would bring about sweeping changes in social life and would have important economic impact as well. "A new disease sometimes referred to as 'aeroplanitis' has taken the place of 'motorphobia' [sic] and the bicycle and roller-skating craze," Post declared.[16]

While Country Life in America had eagerly welcomed the automobile and then embraced the airplane, it had by no means neglected things closer to the country home. It regularly offered articles and photographic essays on the estates of the wealthy and the famous. Among the homes it featured were Skibo Castle, the Scottish retreat of

Andrew Carnegie, and Ellerslie, the magnificent Hudson River barony of Levi P. Morton, the former vice president of the United States and ex-governor of New York. While the descriptions of such elaborate estates might have inspired the urbanite who dreamed of country grandeur, they could hardly have had much appeal for the dirt farmer worried about meeting the next mortgage payment.

For those with more modest incomes but with the desire to live in the country, Liberty Hyde Bailey held out hope. He liked to point out that many farms had been abandoned by rural people who had moved to the city. Bailey said such farms could be reclaimed and restored with very little capital. He viewed the abandoned farms as an escape for those oppressed by the crowding of the city. Stressing the recuperative values of country living, Bailey suggested that the abandoned farms on the fringes of the great Eastern metropolises would give men who moved to the country the opportunity to lead richer and more meaningful existences.[17]

Bailey's plan to rescue men by rescuing abandoned farms did not always work out. Humorist Irvin S. Cobb would savagely parody Bailey's idea in a book called The Abandoned Farmers. Cobb recalled how "various magazines and newspapers telling of the sudden growth of . . . the abandoned-farm industry" had once enticed him into seeking a country place. But most of the abandoned farms advertised in "one of the monthly publications devoted to country

life along the Eastern seaboard" had turned out to be gigantic spreads replete with elaborate gardens, private hunting grounds, and golf courses.[18]

Advertisements for extravagant rural homes often did decorate the pages of Country Life in America. Not unusual was a 1904 ad for a sixteen-room country home in Massachusetts. The estate included a barn, a stable, an icehouse, and a gas plant, and it was reported that $15-20,000 had been spent to remodel the property.[19]

Despite such ads, Country Life in America liked to stress the possibilities of more modest country living. It frequently published articles on the construction of less expensive suburban homes. The writer Upton Sinclair probably came up with the least expensive plan when he told readers how he had built and furnished a place near Princeton, New Jersey, for only $156.[20]

For those who wanted to settle in the country the magazine provided a comprehensive guide to the ins and outs of suburban living. Readers could find hints on everything from planning a complete home plumbing system to constructing a neighborhood telephone network. An article on home lighting compared gas, oil, and electric systems and discussed the merits of various lighting fixtures. A country house lacking adequate lighting, concluded the writer, was a home that was seriously deficient. "Nothing is more conducive to making home pleasant," the author said, "than to have it brilliantly

lighted on all occasions, and any one neglecting to do this will be classed among the non-progressives."[21]

Pity the benighted non-progressives! It was a theme that recurred frequently in advertising in Country Life in America. The magazine's ads offer perhaps the best idea of the audience to whom the publication was directed. Advertisers then as now seemed to have a shrewd sense of their audience, and the appeals they used provide clues about the nature of the readers who turned to Country Life in America for advice and inspiration.

One thing many rural dwellers wanted was a practicable and dependable indoor plumbing and water system, and manufacturers of pumps and hydraulic rams were among the most consistent advertisers in the magazine. The Rider-Ericsson Engine Co. advertised regularly, and its messages used ingenious appeals to induce readers to purchase its equipment. Pride in the country estate and the duplication of urban comforts in the suburban home were two themes the company stressed in a 1902 ad: "The handsomest country places . . . are not defaced by ugly[,] creaking windmills, but in some little unobtrusive house located near a favorite spring may be found a Rider or Ericsson engine delivering the water . . . and giving the luxuries of the city at an expense which is absurdly small."[22]

The installation of a water system also implied the introduction of a bathtub into the home. At the turn

of the century, however, the bathtub was still rare and to be found mostly in the homes of the wealthy.[23] As early as 1905 Rider-Ericsson ads began to depict the bathtub as a status symbol. An ad published that year is embellished by an engraving that shows a rural family admiring its new bathtub. The headline reads: "A Rise in the Social Scale." The message, like that of earlier ads, stresses pride and importation of luxuries associated with the city into the country home. "It is not altogether the cleanliness made possible by the new bathroom which causes this [family's] elation," the ad reads, "but the assurance that at last they are like city folks."[24]

In 1908, the year President Roosevelt named Liberty Hyde Bailey to head the Country Life Commission, Rider-Ericsson tied its advertising to the Commission's mission of improving farm life. One way of enhancing the lot of rural people, an ad suggested, would be to assure them the opportunity for regular baths. There were many rural families, the message said, that worked hard but because of the lack of an adequate pumping system never had the chance to know the pleasure of "real cleanliness." Rider-Ericsson proposed to instill self-respect by installing water pumps.[25]

Rider-Ericsson had competitors. One was the Niagara Hydraulic Ram. Like Rider-Ericsson, Niagara stressed the way its product could give rural residents the advantages of urban homes. "[The Niagara ram] brings city

convenience to country homes," an ad read. "Makes people wonder how they lived before." Other pump manufacturers, such as the Burton Water System, followed the same line. The suburban home, argued a Burton ad, was incomplete without its full complement of plumbing facilities, and rural living was seriously inadequate if it lacked "the water service of the city house." Such a system ought not be considered a luxury. Indoor plumbing, the message explained, had become "absolutely necessary to the health and well-being of the family."[26]

Another system that helped make a pleasant and healthful country home was an adequate heating plant, such as the one advertised by the American Radiator Co. of Chicago. Its ad made a frontal appeal to domestic harmony by implying that a happy home was one that was well-heated. "Mother instinct demands warmth--because warmth is the heart of the home," the copy read. "All know that a bleak house is a house of trouble."[27]

A similar appeal was put to work for the Manlove Gate Co. of Chicago. The firm advertised a device that would swing a fence gate shut automatically when a carriage or auto wheel passed over a mechanism on the ground. Manlove claimed its automatic gate made "happy hearts and handsome homes."[28]

Beautifying the country home was an appeal many advertisers used. The Chicago Clothes Dryer Works tried it, as did the Hill Dryer Co. of Worcester, Massachusetts.

The Chicago manufacturer said that lawns were spared from the "unsightly drying of clothes" when its machine was used. The Worcester company, likewise, said one of the chief advantages of its Champion dryer was that it did not clutter the lawn.[29]

Weeds were another enemy of country beauty, but there were ways of battling the pesky plants. In a 1905 ad the Champion Weed Puller claimed that eradicating weeds would not only beautify the estate but could also be relaxing. "It is pleasant to be out on the grass, among the trees and flowers, inhaling the fresh air--and best of all when you have some exercise not over-taxing," the ad read.[30]

Another kind of puller--this one for bottle corks--also stressed ease of operation. The Yankee cork puller manufactured by the Gilchrist Co. of Newark, New Jersey, emphasized safety too. Its ad read: "Don't let any woman struggle with a corkscrew and risk cutting her hands to open tightly corked . . . bottles."[31]

When the weeds and corks had been extracted, then there was time for the recreation suburbanites so avidly sought. Here too labor-saving devices were having their impact. A pastime many had begun to enjoy was golf, and the B. F. Goodrich Co., which had developed a new type of golf ball, stressed that the improved product had been made possible by an automated factory process. A 1905 ad spoke of "a marvelous machine that does in three minutes

the work that formerly required the entire effort of a deft worker through the long hours of a working day . . . ." Goodrich pointed out, however, that though its golf ball was manufactured partly by automatic machine, handcrafting was what gave the ball its unique characteristics. Covers of the balls were handmade, and each ball received three coats of paint "rubbed in by the palms of boys." It was such manual labor and the use of costly materials that made the Goodrich balls more expensive than ordinary golf balls, despite the economy of the automated process.[32]

Leisure time inside the country home also felt the impact of automation. Many found it pleasant to gather around the piano for an evening of music and song. Modern technology, however, had done away with the need for long and bothersome hours of practice. Player pianos such as the popular Pianola manufactured by the Aeolian Co. could do the work of making music. Aeolian advertised that the Pianola had eliminated the need for making "steel springs of the human fingers."[33]

Country Life in America battened on advertising. The magazine claimed its March, 1904, issue had sold 45,000 copies and had carried 36,000 (agate) lines of advertising. The magazine told of readers who testified to the effectiveness of the advertising messages. One woman wrote that she had spent $300 after looking over an issue and seeing a number of items she "simply had to have." A man said the magazine had inspired him to build

an expensive greenhouse. The project would wreck his budget, but he had become so enthusiastic after reading the magazine that he decided to go ahead despite the cost.[34]

The expensive projects proposed by the magazine and the products advertised in its pages provide further evidence that Country Life in America was aimed at the comfortable urban dweller who had disposable income to invest in a suburban home. The magazine, despite Liberty Hyde Bailey's hopes, could not really have held the interest of those who tilled the soil for a living. At the turn of the century mechanization had not replaced manual labor on most farms, and there were few farmers to whom the combination of inspiration and technology offered by the magazine could have meant much. One man who grew up on a farm at the beginning of the century has provided a picture that contrasts sharply with that shown in the magazine. "The farm youth of my generation . . . grew up without the benefit of farm machinery," A. N. Johnson said. "I recall vividly how I envied the people riding comfortably along the country roads while I was sweating it out in the hayfield or doing some other kind of hard manual labor."[35] About the same time Johnson was envying the early motorists, Country Life in America writer Wilhelm Miller was heralding the mechanization of agriculture. Miller said agriculture's revival would come through technological advancements such as those displayed at the St. Louis fair of 1904. "If there is any one feature of American agriculture that

visiting foreigners seize upon as the secret of our success, it is our wonderful implements," Miller wrote.[36] It would be some time, however, before the "wonderful implements" Miller hailed would have an effect on ordinary farmers such as A. N. Johnson.

While its advertising and its interest in such developments as the automobile, the airplane, and farm equipment gave Country Life in America a decided emphasis on technology, the magazine did not disregard the non-mechanized joys of nature and of rural life. Following the lead of Liberty Hyde Bailey, it stressed horticulture and gardening and published innumerable articles about new varieties of vegetables, fruits, trees, and flowers. Other articles promoted poultry raising, forestry, camping, and bee-keeping. Among notable contributors were Ladies' Home Journal Editor Edward Bok, who told how he had built his own country home; and the writer Hamlin Garland, who had created a dreary picture of farm life in his Main-Travelled Roads (1891) but cheerfully instructed Country Life in America readers in 1905 on how to build a fireplace.[37]

As Country Life in America prospered, so did its publishers, Doubleday, Page & Co. In 1905 the magazine's interest in gardening was spun off into a separate publication, Garden Magazine, though the parent journal continued to carry many articles about gardening. Late in 1905 Country Life in America absorbed one of its rivals,

the Country Calendar, a magazine originally published by the Review of Reviews Co. In the fall of 1910 Doubleday, Page followed its suburban magazine's own advice and moved from New York City to the country. Appropriately, outdoor advocate Theodore Roosevelt laid the cornerstone of the firm's new headquarters at Garden City, Long Island. There, in November, 1910, nine years after its founding, Country Life in America entered a new phase by stepping up publication to twice monthly. The first issue of the month was to cover a wide variety of topics, while the second issue would focus more closely on a particular aspect of suburban living. In 1910 the magazine also shortened its name to Country Life. It continued publication until 1942.[38]

Country Life in America's vision of rural living may not have coincided with the realities faced by real farmers, but the magazine, judging from its success, obviously did meet the needs of urban dwellers with nostalgia for the land. For city people who dreamed of suburban homes but were reluctant to forgo the comforts of the city, Country Life in America offered a painless path to rural life. With its dual emphases on the delights of nature and the advantages of modern technology, the magazine painted a picture of country living that many city and suburban readers found satisfying. While the publication may have been of scant interest to the farmers Liberty Hyde Bailey had hoped it would attract, it became

the leading journalistic spokesman for what was essentially an urban response to the country. For those with a dream and the capital to make that dream come true, the magazine provided a wish book and a guide. Bailey himself intimated the real basis of the periodical's success when he spoke of the reason for the rural life's continuing attraction. "It does not matter if farms do not make men rich," Bailey said. "They make men happy."[39] Country Life in America offered readers infatuated with rural life a positive, optimistic ideal of suburban living. The magazine's shrewd mixture of rural and technological motifs provides convincing evidence of just how well its editors, writers, and advertisers understood the dreams and desires of their audience.

NOTES

1. Peter J. Schmitt, Back to Nature: The Arcadian Myth in Urban America (New York: Oxford University Press, 1969), p. xx. The magazine was certainly influenced by a British journal, Country Life, which had been founded in 1897. See Harold Herd, The March of Journalism: The Story of the British Press from 1622 to the Present Day (London: George Allen & Unwin, 1952), p. 221. Among other American magazines that appealed to the interest in suburbia were Suburban Life, Rural American, Countryside, and Country Calendar. General interest periodicals also regularly published articles on suburban living.

2. National Cyclopaedia of American Biography, 1961 ed., s.v. "Bailey, Liberty Hyde."

3. Bailey, "What This Magazine Stands For," Country Life in America [hereafter CLIA], November 1901, pp. 24-25.

4. Andrew D. Rodgers III, Liberty Hyde Bailey: A Story of American Plant Sciences (Princeton: Princeton University Press, 1949), pp. 296-97.

5. Walter H. Page, editor of World's Work and a partner in Doubleday, Page, served as a commission member. See Clayton S. Ellsworth, "Theodore Roosevelt's Country Life Commission," Agricultural History 34 (October 1960): 155-72.

6. J. A. Kingman, "The Automobile in the Country," CLIA, August 1902, pp. 136-39; John L. Wright, "Touring in a Carriage," CLIA, September 1902, pp. 168-71.

7. "The Automobile in 1905," CLIA, February 1905, p. 379.

8. Percy P. Pierce, "The Automobile Commuter," CLIA, August 1905, p. 390.

9. Arthur H. Gleason, "Handling a Racing Automobile," CLIA, August 1905, pp. 407-10.

10. Harry B. Haines, "Luxury in Automobiling," CLIA, Setpember 1906, pp. 516-18.

11. Arthur N. Jervis, "A Big Future," CLIA, April 1907, pp. 679-80.

12. CLIA, November 1907, passim. The quotations are from French Strother, "Automobiling in California," pp. 66-68; and D. Enville, "The Confessions of an Anti-Motorist," pp. 39-40.

13. C. O. Morris, "The Truth About the Automobile," CLIA, January 1909, pp. 259-60.

14. Orville Wright, "The Future of the Aeroplane," pp. 252-53; Glenn H. Curtiss, "The Sporting Aeroplane," pp. 302, 304, 306; both in CLIA, January 1909.

15. Augustus Post, "The New Sport of Flying," CLIA, October 1909, pp. 642, 662, 664, 666; Glenn H. Curtiss, "Winning the International Cup for America," CLIA, November 1909, pp. 27-31; Augustus Post, "The New Sport of Flying," CLIA, July 1910, p. 348; Post, "The New Sport of Flying," CLIA, November 1910, p. 47.

16. Post, "The New Sport of Flying," CLIA, October 1910, p. 576.

17. [Bailey], "The Lesson of the Abandoned Farms," CLIA, December 1901, pp. 58-59.

18. Irvin S. Cobb, The Abandoned Farmers (New York: George H. Doran Co., [1920]), pp. 17, 21-22.

19. CLIA, March 1904, p. 357.

20. Upton Sinclair, "A Country House Built and Furnished for Only $156," CLIA, June 1904, pp. 178-79.

21. J. J. Bellman, "The Lighting of a Country Home," CLIA, October 1904, pp. 548-50.

22. CLIA, June 1902, p. xxxi.

23. Siegfried Giedion, Mechanization Takes Command: A Contribution to Anonymous History (New York: Oxford University Press, 1948), p. 682.

24. CLIA, March 1905, p. 511.

25. Ibid., December 1908, p. 222.

26. Ibid., March 1904, p. 438-b (Niagara); May 1907, p. xiii (Burton).

27. Ibid., October 1909, p. 647.

28. Ibid., June 1903, p. 166.

29. Ibid., September 1903, p. 369 (Chicago); p. 374 (Hill).

30. Ibid., June 1905, p. 260.

31. Ibid., November 1903, p. 73.

32. Ibid., April 1905, pp. 641-42.

33. Ibid., December 1901, p. xxv.

34. Ibid., "The Talk of the Office" columns for May (p. 16) and June (p. 121), 1904.

35. A. N. Johnson, "The Impact of Farm Machinery on the Farm Economy," Agricultural History 24 (January 1950): 58.

36. Wilhelm Miller, "The Awakening of Agriculture," CLIA, November 1904, p. 27.

37. Bok, "How We Built 'the Grange,'" CLIA, May 1903, pp. 17-19; Garland, "Building a Fireplace in Time for Christmas," CLIA, October 1905, pp. 645-47.

38. CLIA, October 1910, pp. 619, 634; Frank L. Mott, A History of American Magazines, vol. 4, 1885-1905 (Cambridge: Harvard University Press, 1957), p. 338.

39. Bailey, "The Lesson of the Abandoned Farms," CLIA, December 1901, p. 59.